



StreetWork Community Fun Day International Men's Day 2018

Sponsorship Proposal

Our Mission:

An awareness and fundraising initiative for StreetWork, a local youth mentoring organisation that works with medium to high-risk young people. All fundraising at the event goes towards the cost of a local youth worker as part of their flagship **Kickstart Mentoring Program**. Our Community Fun Day will include a **Push Kart community circuit**, a **StreetWork BBQ**, a **2HHH community radio live outside broadcast**, an opportunity for numerous **community, local businesses** and **health-related stalls**. We will invite our **local emergency services** to attend and offer the opportunity to engage with and experience emergency vehicles.

Why:

To offer our community an opportunity to see the value in solid mentoring relationships. The theme for International Men's Day 2018 is *Positive Male Role Model*, so the whole day will have a focus on men's health, every stall will be asked to have an activity to highlight men's health and support individuals and families.

Where and when:

Hornsby Mall, outside Westfield Hornsby
Sunday 18th November from 10am -3pm

The Opportunity:

This as an opportunity to align your brand to an event that has international recognition and traction (International Men's Day), to build greater community awareness of the importance of male role models and team work for both mental and physical health. It is a celebration of relationships and is an opportunity to work towards an event that will create rare memories in relationships.

Target Audience:

Expected traffic on the day is estimated between 2,000 - 3,000 people based on previous community events held at the PCYC in 2017 and 2018.

- The local migrant community who may feel isolated in a new area and new country
- Disengaged youth to offer an opportunity to engage with the police or other local services
- Members of our community who may be looking for connections to local businesses for work
- Local community who may be looking for connections related to mental health support.



Benefits to Sponsors / Partners:

- An opportunity to have your brand and brand values exposed in the community
- Foster the importance of good male role models, mental and physical health
- Provide your staff with an opportunity to engage and participate within our community acting as a brand ambassador on behalf of their employer
- Connect with people in the local community as a potential employer (young apprentices/migrant workers/retirees)
- Benefit from a strong cross collaboration as part of the sponsor and partner opportunities. Including brand acknowledgement across all promotional materials for the event, local radio (partnership with 2HHH), social and print media.

Sponsorship Opportunities

Gold Sponsor of the Community Fun Day \$4,000

- Exclusive branding around community course
- Exclusive branding on 4 of 8 push karts used on the course. There will be lots of opportunity for photos on this course as these 4 karts are used all day on this course alone
- Media exposure with our media sponsor, 2HHH for 3 months, including 260 bespoke key messages
- Website and social media exposure
- Inclusion of your marketing collateral or merchandise in our goodie bags
- Key information provided for your marketing channels to promote the sponsorship to your audience
- An opportunity for your staff to volunteer pre, during and post the event

Silver Sponsor of the Community Fun Day \$1,500

- Sponsor a community stallholder to ensure they can attend without costs*
- Online and print media exposure across all channels
- Website and social media exposure
- Inclusion of your marketing collateral or merchandise in our goodie bags
- Key information provided for your marketing channels to promote the sponsorship to your audience
- An opportunity for your staff to volunteer pre, during and post the event

Bronze Sponsor of the Community Fun Day \$200

- Website exposure
- Sponsor a community stallholder to ensure they can attend without costs*
- Key information provided for your marketing channels to promote the sponsorship to your audience
- An opportunity for your staff to volunteer pre, during and post the event

*Sponsor a Community Organisation marquee – valued at \$200 per 3m x 3m marquee

Please note that the cost of co-branded or branded print materials is at the cost of the organization.

This is an opportunity for your organisation to sponsor a stall for a community group. For example, your organisation may wish to sponsor a stall for Lifeline. Your organisation would have co-branding rights (“Proudly supported by” banner) as well as an opportunity to have marketing collateral on display.

Supporting organisations to date:

Why Be You Pty

SOS Removals

ACIA

Waitara Baptist Church

Rhino & Bird Pty Ltd

PCYC

Sovereign Grace Church



Supporting Services to be invited:

Lifeline – Way to Wellness, Gambling support, financial support
Relationships Australia
Northern Sydney Health
Local Area Police
Local Fire Service

Community Day Activities:

Please note that these activities are subject to change pending on agreed sponsorship and partnership agreements.

Men’s Health check; blood pressure
Massage Station
Barber Spot

Kids Face Painting
Local Choir
Local dance group



Contacts:

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